GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:284
ANSWERED ON:01.03.2007
FOREIGN TOURISTS
Shukla Smt. Karuna

Will the Minister of TOURISM be pleased to state:

(a) the average number of foreign tourists visit India every year and the increase registered in their number in comparison to last year ;

(b) the country-wise details of the foreign tourists who visit India every year alongwith the name of country from where largest number of tourists come to India; and

(c) the steps taken by the Government to attract more foreign tourists?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) : The number of foreign tourist arrival to India during 2006 is provisionally estimated to be 4.43 million,showing an increase of 13.0% over the corresponding figures of 3.92 million during 2005.

(b) :The foreign tourist arrivals to India from the top 10 countries during the year 2005 are as given below:

S.No. Country Tourist Arrivals

1. U.K. 651083
2. U.S.A. 611165
3. Canada 157643
4. France 152258
5. Sri Lanka 136400
6. Germany 120243
7 Japan 103082
8. Malaysia 96276
9. Australia 96258
10. Italy 67642

(c) : The steps being taken by the Government to attract more foreign tourists to India include:-

Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations;

Focusing on growth of hotel infrastructure particularly budget hotels;

Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;

Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign;

Creation of World Class Collaterals;

Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas;

According greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia;

Participation in Trade Fairs & Exhibitions;

Optimizing the PR and Publicity;

Use of Internet and web marketing;

Generating Tourist Publications; and

Re-inforced hospitality programmes including grant of air passages to invite the media personnel,tour operators on familiarization tour to India to get first hand knowledge on various tourism products.